Social Media Overview

Melissa Kinney, Social Media Manager
Utah Office of Tourism

WHAT WE'LL COVER

1. Meet the Sparkloft Media!

2. Social Media's Unique Role

3. Examples of Recent Projects

4. KPI Performance

5. Strategic Priorities

6. Quick 👋 from Martin Stoll

YOUR SPARKLOFT TEAM

LIZZY DUFFY
Account Lead +
Content Strategy

MARTIN STOLL
Account Strategy

COLIN OFLOY
Art Direction

JACLYN OSTERLOH
Paid Media

LORIEN STEELE
Creative Direction

MYRANDA THOMPSON
Design

DANA BRIGANCE
Community
Engagement (AM)

DEVIKA AGNIHOTRI
Project Management

KATE ADOLPHSON
Production

COURTNEY KIEHM
Community
Engagement (PM)

ELIZABETH PIPER
Influencer Programs

KEY HIGDON
Video Editing

UOT MEDIA FUNNEL

SEE (Awareness)
TV, Out-of-Home, Endemic Outdoor Brands, Display, Social Media

THINK (Consideration/Intent)
CTV, Native, Programmatic Pre-Roll, PPC, Display, Social Media

DO (Book)
Endemic OTAs, PPC, Display, Social Media

CARE (Advocacy)
Endemic OTAs, Native, Display, Social Media

UOT SOCIAL FUNNEL

SEE
(Awareness)

Social Advertising (interest-based targeting)

THINK
(Consideration/Intent)

Organic Social, Social Advertising (custom audience targeting)

DO
(Book)

Community Management (1:1 Interactions)

CARE
(Advocacy)

User-Generated Content, Influencers, Ambassadors
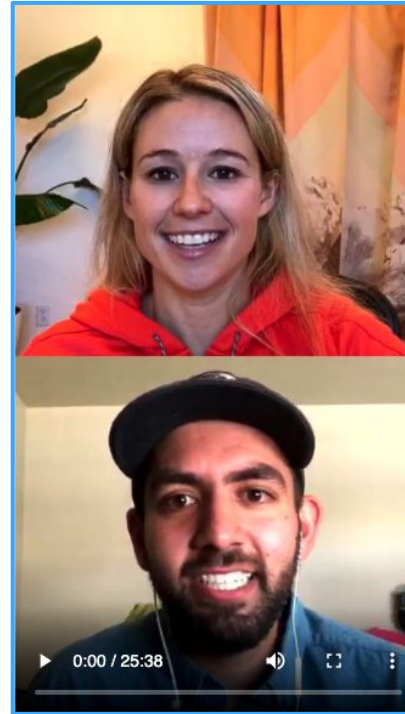
SOCIAL MEDIA'S UNIQUE ROLE: CARE

BUILD COMMUNITY

EMPOWER BRAND ADVOCACY

EDUCATE FOREVER MIGHTY

JOIN TRENDING MOMENTS

KPI PERFORMANCE

	SEE	THINK		DO	CARE	
	Total Impressions	Organic Engagements	Total Clicks to Site	Hotel Searches (Facebook & Instagram Traffic ads)	# of Inbound Messages	@Mention	Hashtag Use
FY20 Results	153M	2.95M	711K	4.5K	39K	83K	N/A
FY21 Goals	171M	3.1M	775K	4.8K	42K	85K	65K
Growth	12%	5%	9%	5%	7%	2%	N/A

Source: Sprout Social   *Source: Adara*   *Source: Platforms*   *Source: Keyhole*   *Source: Nuvi*

STRATEGIC PRIORITIES

Transition to Sparkloft Media

Learn from analytics + social listening

Build ambassador + influencer programs

Feature + collaborate with diverse content creators
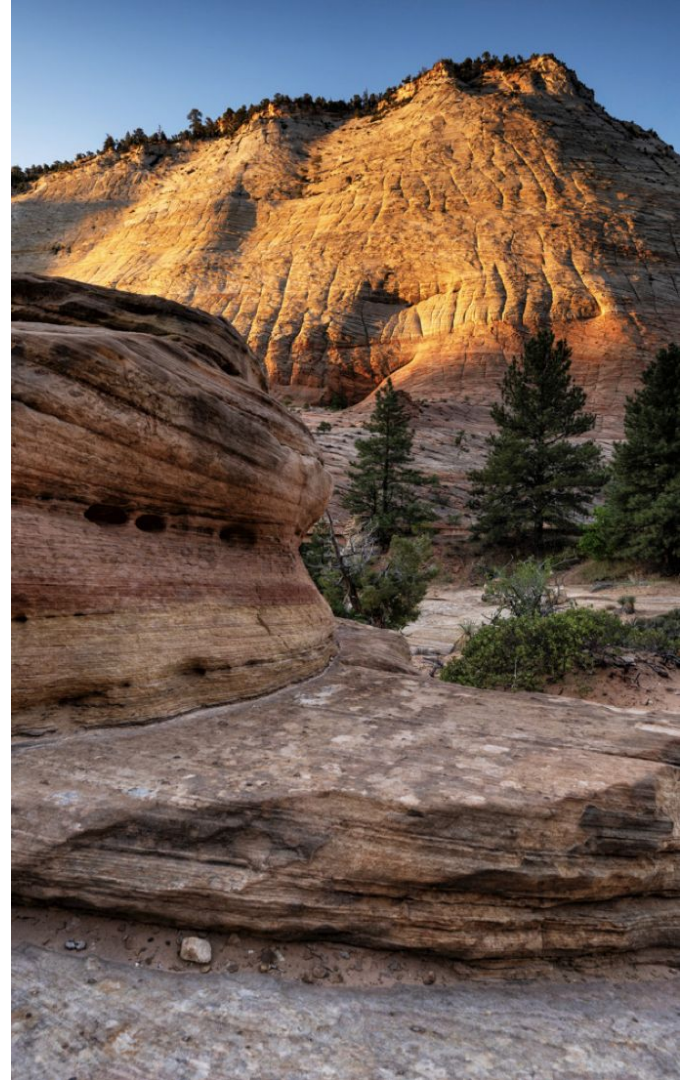
Increase collaboration with industry partners

VisitUtah.com

Rosie Serago, Content Strategist
Utah Office of Tourism

NEXT STEPS

☑ ✔ Launch major VisitUtah.com update (Oct. 29) 🦂

❏ Track key metrics, KPI and usability testing

    ❏ Board performance update (December)

❏ Partner content audit (Dec–April)

❏ Define enhancement road map (Nov–Dec)

❏ Kick-off work on 2021 roadmap (January)

CONTENT AUDIT

❏ Develop partner relations playbook (Nov.–Dec)

❏ Segment content for partner review (December)

❏ Share content with partner for feedback and suggested improvements (January)

❏ Collaborate on making edits (Jan.–April)

Pressing updates to content in your area?

Contact Rosie Serago, rserago@utah.gov

NEXT PHASE ENHANCEMENTS

❏ User research needs + strategic objectives

❏ Contenders include:

    ❏ Increase Forever Mighty content

    ❏ Build regional maps

    ❏ Establish audience personas

    ❏ Design solves that cater to drive markets

+67%

Travel Guide Page
Increase in views to the "Request a Travel Guide" landing page since site launch

+60%

VisitUtah.com Sessions
Increase year over year between October 1–November 11

LIVE IN CONCERT
PURE PRAIRIE LEAGUE

LIFE
UTAH
ELEVATED